# VANESSA KNOPPKE-WETZEL

http://vknoppkewetzel.github.io vknoppkewetz@uwalumni.com (cell) 608.239.5610

#### **EXPERIENCE**

# MACFADDEN FOR USAID/OFDA: GIS ANALYST

April 2015 to present

Project manager for South & Western African Nations: provide geospatial services to USAID/OFDA's humanitarian work in the form of maps and graphics, geospatial analysis, and technical team projects. Projects include sudden onset taskers as well as long term creations and updates, in print and on the web.

Additionally in charge of redesigning many of OFDA's map specs to not only enhance aesthetically, but aid in faster decision making through better visual understanding of underlying data through the design changes.

# UW-MADISON CARTOGRAPHY LAB: PROJECT ASSISTANT

Aug 2013 to May 2014

Served as project manager for multiple projects requiring geographic analysis and design needs of the UW system, government agencies, authors and publishers as well as many commercial clients, in addition to any other regular Cartography Lab needs, as mentioned below. Additionally, also trained other cartographers as needed.

# INDEPENDENT CONTRACTOR, THE ASIA FOUNDATION: CARTOGRAPHIC DESIGN CONSULTANT Sept 2013

The graphic design expert, leader and teacher, as well as cartographic technical support for The Asia Foundation during formal and informal working meetings with government, private sector, and non-governmental leaders, and technical staff. Created maps of the government's data to visually communicate the needs of the impoverished ger communities. Also served as a consultant for transferring print maps to the web.

#### **UW-MADISON CARTOGRAPHY LAB**

April 2012 to May 2013

Served the geographic analysis and design needs of the UW system, government agencies, authors and publishers as well as many commercial clients, as well as provide complete graphic design services for print brochures and books, online maps and websites, and interactive map products.

#### HISTORY OF CARTOGRAPHY PROJECT

April 2012 to May 2013

Under UW-Madison Cartography Lab employment, created any necessary graphic designs for the History of Cartography Project's 6th book volume, ranging from maps to diagrams and infographics.

#### **LANGUAGE**

#### OTHER INTERESTS

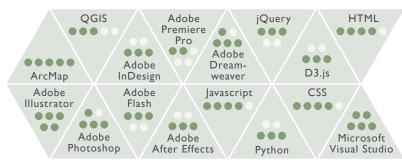
English: (native)

Spanish: (fluent)

German: (conversational)

avid long distance runner cultural geography outdoors & nature photography paint/sketch

#### TECHNICAL SKILLS



### **EDUCATION**

UNIVERSITY OF WISCONSIN-MADISON, 2014 Masters of Science, Cartography & GIS

- Master's of Science

UNIVERSITY OF WISCONSIN-MADISON, 2012 Bachelor's of Science & Art

- Geography with People/Environment Ineractions Emphasis
- Cartography & GIS
- Spanish Linguistics

## PUBLICATIONS AND TALKS

"Restyling Old & Cluttered Maps." http://tinyurl.com/restyleOldToNew. NACIS Conference. Depot Renaissance Marriot, Minneapolis, MN. 13 October 2015. Practical Cartography Day.

"How Technological Changes Aesthetically Defined Pre-1900s Maps: A Stylistic Look at Woodblock, Copperplate & Lithograph Maps." http://tinyurl.com/VKWthesisNACIS. NACIS Conference. Marriot City Center, Pittsburgh, PA. 9 October 2014. Map Styles Session.

Knoppke-Wetzel, V. (2014). Technological Changes Aesthetically Defined Pre-1900s Maps: A Stylistic Look at Woodblock, Copperplate & Lithograph Maps. Published Master's thesis, The University of Wisconsin-Madison, Madison, Wisconsin. http://tinyurl.com/thesisVKW.

## **AWARDS**

- 2013 NACIS Narrative Interactive Map Winner: **50 Years of Change**: www.50yearsofchange.com
- 2011 Clarence W. Olmstead Award for Undergraduate Achievement in Cartography & GIS
- 2010 NACIS Interactive Map Winner:

#### The Chernobyl Disaster:

vknoppkewetzel.github.io/chernobyl/ChernobylFinal\_23.html

## WHO AM I?

I'm a detail oriented designer, cartographer, geographer, and programmer experienced in and passionate about creating visual stories in a fast paced environment. Whether on my own or with a team, I thoroughly enjoy finding imaginative and creative solutions for all design requests: from working with a rigid set of constraints and guidelines to combining different softwares and programming languages to achieve any visual goal.